Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G565	Marketing Theory	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	This course aims to develop students' ability to make theoretical assessments in the field of marketing science.
Content	Within the scope of the course, marketing concepts that need to be examined to develop effective marketing perspectives will be addressed. Theories and approaches to marketing theory will be explored in detail, with particular emphasis on how theoretical inquiry is directed in prominent subfields of marketing, such as international marketing and sustainable marketing.
References	o Philip Kotler, Kevin Lane Keller, & Alexander Chernev, Marketing Management, Pearson. o Jagdish N. Sheth, David M. Gardner, Dennis E. Garrett, Marketing Theory: Evolution and Evaluation, Wiley. o Mehmet Karafakıoğlu, Pazarlama İlkeleri, Beta.

Theory Topics

Week	Weekly Contents
1	Introduction and Concepts
2	Fundamental Concepts in Marketing
3	The Role and Importance of Marketing in Business, Academia, and Society
4	Marketing Environment
5	What Is Theory and What Is It Not?
6	Approaches to Marketing Thought
7	Studies in Marketing Theory
8	Studies in Marketing Theory
9	Midterm exam
10	Marketing Research and Theoretical Advancement
11	Marketing Research and Theoretical Advancement
12	Subfields of Marketing
13	Student presentations
14	Student presentations